

Implementation

Implementation involves the following steps:

1. Continue to operate the current City refuse collection system.
2. Procure the services of a consulting firm to evaluate other options, such as phasing out public collection and replacing it with contracted service.
3. If contracted service is the preferred option, consider the addition of collection from multi-tenant residences not currently served by the City.

Funding

Costs of providing refuse collection service include labor, equipment, maintenance, fuel, and disposal fees. These costs will be covered through tax revenues or through an alternative revenue source (such as PAYT).

Continue Current Yard Waste Collection System, Including Vacuumed Leaf Collection

Under this action, the City will continue to provide bagged yard waste and brush collection service to residents by City employees operating City-owned trucks. The City will also continue to provide vacuumed leaf collection service to residents during the fall. The City will continually evaluate the cost, benefit, and suitability of providing vacuumed leaf collection service throughout the SWMP planning period.

Implementation

The City does not need to change its current operations.

Funding

Costs of providing yard waste collection service include labor, equipment, maintenance, fuel, and disposal fees. These costs will be covered through tax revenues or an alternative revenue source (such as PAYT).

Implement a Pay-As-You-Throw Collection System

Under a Pay-As-You-Throw (PAYT) collection system, residents are charged for MSW collection services on the basis of the amount of trash they discard, creating an incentive to generate less trash. This program encourages residents to produce less waste by practicing source reduction, including backyard composting, as well as reuse and recycling. In many programs, collectors charge less (or nothing) for the collection of recyclables, giving residents an incentive to divert waste to the recycling

bin. Because residents absorb a portion of the solid waste management cost, they have an economic incentive to reduce the waste they produce.

This action supports the City's SWM program goals (Chapter 4) of achieving a net reduction in the volume of waste generated and of maintaining a private-public infrastructure that supports reuse, repair, and recycling by providing residents with a financial incentive to reduce waste and recycle as much as possible.

Currently, the costs of solid waste collection and disposal are a component of the real estate taxes; residents who receive City collection services perceive that this collection is "free." Because all residents pay the same costs for service through real estate taxes, residents who generate a small amount of waste are subsidizing the management of those residents that generate a greater amount of waste. Consequently, residents have no financial incentive to generate less waste. The current system of payment for refuse collection service contrasts with other measurable services, in which the more citizens use, the more they pay (for water, electricity, natural gas, etc.).

Adoption of a PAYT pricing system would do the following:

- *Allow for greater equity.* Under PAYT, those who generate more waste pay more, while residents who recycle and prevent waste are charged less.
- *Encourage residents to recycle,* thus reducing waste generation and increasing recycling. PAYT systems have already been implemented in thousands of municipalities, covering an estimated 20 percent of the U.S. population. Adoption of such systems has been found to reduce solid waste volumes significantly.
- *Reduce waste management costs* by diverting materials to the recycling stream (a fixed collection cost, regardless of how much material residents recycle) and by avoiding increasingly costly disposal fees paid by the City to Fairfax County.
- *Increase waste reduction* (source reduction and reuse). To take advantage of the potential savings that unit pricing offers, residents typically modify their purchasing and consumption patterns to reduce the amount of waste they place at the curb. These behavioral changes have beneficial environmental effects beyond reduced waste generation, often including reduced energy usage and materials conservation.
- *Provide a more equitable system* for City management of costs associated with waste collection and disposal, so that taxpayers who do not receive City refuse collection

(residents of apartments, most condominiums, and two townhouse complexes) would not be required to subsidize those residents who receive these services.

Implementation

Implementation involves the following steps:

1. Determine the current “per-household” cost of City refuse collection and disposal.
2. Extract the “per-household” cost of refuse collection and disposal from real estate taxes.
3. Design and implement a unit pricing program that considers types of containers, pricing structures, and payment procedures. Prior investigation of PAYT by the City staff points in the direction of a system that would minimize City costs, while allowing residents to retain their current waste container choices. Such a system would offer residents two options: durable tags to attach to the handles of existing trash receptacles or stickers to attach to plastic trash bags.
4. Evaluate the best method to bill for trash collection. Potential billing methods include placing trash costs on individual water bills or including them as a line item on real estate tax bills. Refer to Arlington County and other jurisdictions that already include these costs separately.
5. Build support for PAYT by developing and implementing an effective public outreach campaign that clearly demonstrates the environmental and economic costs of current waste generation patterns and the potential benefits offered by unit pricing. The EPA recommends that the education process begin 9 to 12 months before program implementation.

Funding

The City will explore the implementation of either a two-tiered (fixed fee + “per-container” fee) or multi-tiered rate system (fixed fee + variable fees for different container sizes), as these systems ensure that fixed costs are covered. The separate, per-container charge is used to cover the variable costs. Some communities use these structures as transition systems until they can gauge customers’ response to unit pricing.

Expand Collection of Electronics Waste

The City of Falls Church will increase collection of computers and other electronic equipment waste, either alone or through partnership with

retailers or recyclers. The City may consider collaborating with recyclers for collecting, transporting, and sorting electronics waste for recycling. In addition, through partnerships with retailers, the City can establish a network of convenient, ongoing, drop-off facilities where the public can take used electronic equipment for recycling.

This action supports the City's SWM program goal (Chapter 4) of maintaining a private-public infrastructure that supports reuse, repair, and recycling by increasing opportunities for recycling of electronics.

The primary goal of this program is to provide residents and businesses with more options for proper disposal of electronics waste through reuse and recycling. Implementing a disposal ban on computer monitors, TVs, and other electronic equipment that contain toxic material may also help eliminate disposal of these items in the normal waste stream.

Currently, the City's electronics waste recycling program includes twice-a-year drop-off collection events (Recycling Extravaganzas) for electronics waste. Although the response to the twice-yearly collection events has been very favorable, much electronics waste still is thrown into dumpsters and discarded at the curb through routine refuse collection and special pickup. Expanded collection and recycling of electronics waste are necessary to remove more of this material from the waste stream.

Implementation

Implementation involves the following steps:

1. Survey other municipalities around the region, state, and nation to see what they provide in terms of electronics waste recycling. This survey should also gather information on regulation of electronics waste disposal.
2. Work with the Office of Economic Development to identify large electronics waste generators in the City's business sector.
3. Contact these businesses to explore opportunities for private-public partnerships.
4. Develop and implement a program that will increase opportunities to dispose of electronics waste properly.
5. Work with the Office of Economic Development and Chamber of Commerce to draft proposed changes to City Code regarding regulation of electronics waste (such as cathode ray tubes) disposal.
6. Hold public meetings.
7. Finalize changes and revise City Code.

8. Develop educational materials and provide technical assistance for businesses and haulers.
9. Enforce the new disposal ban and review performance.

Funding

Administrative and educational costs will be covered through the City's General Fund. The ESC will assist with data collection, information gathering, and development of educational materials. There may also be an opportunity to expand and further develop private-public partnerships.

Continue Using the Current Special Wastes Management System

Under this action, the City will continue to use Fairfax County's special wastes collection program at the I-66 Transfer Station. This service is provided free of charge to City residents. The City will also continue to promote the collection of batteries, tires, used oil, and used antifreeze by local businesses.

The City may establish a household hazardous waste (HHW) collection program in the City, which is discussed later in this section.

Implementation

The City does not need to change its current operations.

Funding

Fairfax County provides special collection service free of charge. Educational costs will be covered through the City's General Fund.

Establish an HHW Collection Program in the City of Falls Church

Under this action, the City will establish an HHW collection program in the City. For some City residents, the Fairfax County I-66 Transfer Facility may not be convenient, and they are discouraged from separating HHW from the normal waste stream. Much of the HHW generated in the City is commingled with MSW and disposed of in residential trash containers. By providing HHW collection in the City, the City may attract additional residents to separate and dispose of HHW properly.

This action supports the City's SWM program goals (Chapter 4) of maintaining a private-public infrastructure that supports reuse, repair, and recycling and of ensuring the safe and efficient disposal of discarded materials that cannot be reused, repaired, or recycled.

Although the City currently pays nothing for residents to utilize the Fairfax County HHW site, and the cost of establishing an HHW program in the

City would be substantial, citizen demand appears sufficient to support program implementation. The establishment of a more convenient collection program would allow the City to more effectively divert hazardous waste from entering the normal waste stream.

Since waste-to-energy incineration is the primary means of disposal in our area, separation of HHW from the MSW stream is critical to preventing the release of hazardous elements into our air, water, and soil. The City's SWM system should include a program that minimizes the amount of HHW that enters the waste stream.

Implementation

Implementation involves the following steps:

1. Contact neighboring jurisdictions to collect program information and determine the possibility of riding on HHW collection contracts.
2. Review options and develop a program plan.

Funding

Administrative, educational, and contract costs will be covered through the City's General Fund. The ESC will assist with development of the program and promotional materials. Recycling Block Captains will assist with distribution of promotional materials.

Maintain the Current Litter Control Program

Under this action, the City will continue its current litter control program (described in Chapter 10).

This action supports the City's SWMP program goal (Chapter 4) of eliminating litter and illegal dumping in the City by providing for an ongoing litter control program.

During the past 15 years, the City has developed a comprehensive litter control program, which has educated the public on the environmental and economic costs of litter and has engaged citizens in helping to prevent and control it. The City strengthened litter control efforts in 2000 with the adoption of a civil penalties (ticketing) program to address solid waste code violations. The City will continue to support these programs to prevent and control litter.

Implementation

The City does not need to change its current operations. The City will continue to investigate opportunities to supplement program funding.

Funding

Costs of maintaining the City's litter control program will be covered through the City's General Fund and through the annual state litter control grant. The ESC's Cleanup Task Group will assist with program implementation.

Increase Effectiveness of Street Sweeping

Under this action, the City will increase the effectiveness of street sweeping by increasing frequency, using state-of-the-art equipment, and better communicating with the public regarding schedules.

This action supports the City's SWM program (Chapter 4) goals of eliminating litter and ensuring the safe and efficient disposal of materials that cannot be reused, repaired, or recycled by more effectively removing material that accumulates on City streets.

The City has provided routine street sweeping in both the residential and commercial sectors for many years. Initially, the City owned and operated a street sweeper but, in recent years, has contracted for these services. While street sweeping creates safer, more attractive roadways, it also has a significant environmental purpose: to keep as much litter and particulate matter as possible from entering storm drains, local streams, the Potomac River, and the Chesapeake Bay.

The City is in the process of procuring the services of a contractor to provide more effective street-sweeping services. Although the cost of this new contract may be significantly higher than previous contracts, the new sweeping protocol should result in a far more effective program. Heightened staff oversight of the contract, coupled with targeted communication that informs the public of the street-sweeping schedule, will ensure a more effective operation.

In addition to implementing the new contract, the City will use information gathered over the course of the contract to perform a cost-benefit analysis to determine whether street sweeping should continue to be provided by the private sector or whether reestablishing a City-operated program would be more effective.

Implementation

Implementation involves the following steps:

1. Designate staff members from the Department of Environmental Services (DES) Operations Division to oversee implementation of the City's new street-sweeping contract.
2. Educate the public on street-sweeping schedules and goals.